

EXECUTIVE SUMMARY

On May 13, 1607, 104 English settlers landed at Jamestown, founding the first permanent English settlement in North America and making Jamestown the birthplace of this nation. Here people from many different cultures and nations came together – English, American Indians, Africans, and other Europeans – and shaped each other lives and ours as they adapted to each others' ways and to Virginia's environment. This master plan reflects that Jamestown is a "place for all us."

In preparation for the 400th anniversary of the historic landing, this plan proposes ways to preserve and protect the fragile resources of the Island and to enhance the interpretive capability on and off the Island to tell the critical stories of 17th century American life. Visitors will be encouraged to explore its natural and historic resources to understand more fully their significance and their relevance. New and creative ways to travel to Jamestown -- a major heritage destination in a region packed with wonderful heritage and recreational destinations -- are recommended. This plan is not a final blueprint, but a catalyst to dialogue among the authors, the neighbors, the political leadership, and the public.

The arriving visitor today finds two Jamestown locations -- the Island and the Settlement. This confusion is further complicated by separate signage, parking, ticketing, and programs. Visitors go to one looking for the other, find the arrangements confusing, and go away, unsure if they really experienced "Jamestown." The most important proposal of this plan is to create for the visitor "One Jamestown." Building upon earlier plans of both the APVA and the NPS, this plan incorporates the results of consultations with the key partners to the success of Jamestown, the Jamestown-Yorktown Foundation, Colonial Williamsburg, James City County, College of William and Mary, the City of Williamsburg, Williamsburg Land Conservancy, Williamsburg Area Convention and Visitor Bureau, and the Friends of NPS for Green Spring. With all the agencies working together, this plan can evolve into a regional plan.

The Jamestown Settlement and Colonial Williamsburg are already well ahead, with much of the facility planning already completed and approved, and with some of their new facilities in construction or in operation. This lends greater urgency to finalizing and implementing this plan so that we can proceed together—as we must! The success of this planning effort and the future of Jamestown depend on the collaboration and coordination among all the major institutions in the Jamestown region, but most especially the APVA, the NPS, and the JYF.

The 350th anniversary in 1957 saw major construction, programming, and special events. The Commonwealth of Virginia and the Federal Jamestown Commission closely coordinated their activities, making it truly a national celebration. We have the opportunity – and the responsibility – to celebrate the 400th anniversary of this milestone in American history with an equally appropriate, meaningful, and lasting statement. The concepts in this plan seek to shape the planning discussion so that all visitors can eventually better understand what happened here in 1607, and Jamestown's relevance in 2007, 2008, and beyond. This plan envisions a 2007 Federal Commission working closely with the Commonwealth of Virginia to make the celebration a world class event.





"The thirteenth day, we came to our seating place in Paspaha's country, some eight miles from the point of land which I made mention before, where our ships do lie so near the shore that they are moored to the trees in six fathom water.

The fourteenth day, we landed all our men, which were set to work about the fortification, and others some to watch and ward as it was convenient...

George Percy, May 1607

INTRODUCTION

Since 1934, the Association for the Preservation of Virginia Antiquities (APVA) and the National Park Service (NPS) have jointly researched and preserved Jamestown Island's resources and presented them to the public. As the first permanent English settlement in the New World, Jamestown has regional, national, and international significance. As a continuing source of understanding our past through archeological excavations, historical research, and scientific investigations, Jamestown continues to surprise us with new insights.

As we approach the 400th anniversary of Jamestown's Settlement, the APVA and NPS, working as partners, will build upon our strong tradition as stewards of Jamestown Island's resources. We want to reach the broadest possible audience so that they can participate in the excitement of discovery through preservation, research, scholarship, and education. We are committed to providing a high quality interpretive experience for each and every visitor to Jamestown. This joint approach reflects the missions of APVA and the NPS.

- The Association for the Preservation of Virginia Antiquities preserves, interprets, and promotes real and personal property relating to the history and people of Virginia, serving as an educational and cultural resource for its membership and the general public.
- The National Park Service preserves the cultural, scenic, and natural resources of Jamestown, Yorktown, and related areas, interprets the colonial era from 1607 to 1781, and maintains the Colonial Parkway and its surrounding resources for the benefit of visitors.

This draft master plan describes our concepts, principles, and the components for an enhanced Jamestown experience, and prepares us for the 2007 anniversary and beyond. This plan builds on various earlier plans of both the APVA and the NPS, on a planning charrette with nationally-renowned scholars, designers, and architects held in June 1999, and on consultations with many people who generously shared their expertise.

The ultimate long-term success of Jamestown depends in large part on the participation and coordination with the Jamestown Yorktown Foundation (especially the Jamestown Settlement), and other key partners such as the Commonwealth of Virginia, James City County, Colonial Williamsburg, the College of William and Mary, the City of Williamsburg, the Williamsburg Land Conservancy, the Friends of the National Park Service for Green Spring, and the many other organizations, entities, and individuals concerned about Jamestown's future. Together, the plans of all these organizations are evolving into a regional plan as well as a Jamestown plan. The major planning efforts long underway by these entities, especially the Jamestown Settlement and Colonial Williamsburg, lend great urgency to finalizing and implementing this plan if we are to proceed together—as we must!

WHY JAMESTOWN?

- In a few years we'll remember the 400th anniversary of Jamestown's founding in 1607...
- The first permanent English settlement in the New World...
- America's birthplace as a nation...
- A place we can discover... and rediscover
- The people, the stories, the place and our inheritance from it....
- Jamestown... a place for all of us....

"This monument was erected by the United States A.D. 1907 to commemorate the three hundredth anniversary of the settlement here."

"Jamestown, the first permanent colony of the English people, the birthplace of Virginia and of the United States." May 13, 1607

"Representative government in America began in the First House of Burgesses assembled here July 30, 1619."





JAMESTOWN: THE PAST

Little did the 104 intrepid English men and boys who stepped ashore at Jamestown on May 13, 1607, to found the first permanent English settlement in North America realize the enormity of their actions. Jamestown begins many of our nation's stories, both triumphant and tragic. Jamestown, the birthplace of this nation, shapes us now, as it will in the future. From a precarious English foothold, Jamestown became a thriving colony where fortunes were made (and lost). Here, people from many different cultures and nations came together—English, American Indians, Africans and other Europeans. They shaped each other's lives, adapted to each other's ways, and shaped Virginia's environment.

As a nation, we can trace our history directly back to Jamestown with the 1619 meeting of our first representative legislature. As a society, we can trace our history back to the arrival of Africans, the changing relationships with American Indians, and the early challenge to royal authority in Bacon's rebellion. Jamestown's people left laws, customs, language, and a common heritage we use today and that inspires others worldwide.

Thousands of years before the English and other Europeans arrived, American Indians used Jamestown Island as a hunting and fishing camp. Initially, England sought a foothold on the continent to counter their Spanish rivals and to profit the Virginia Company through trading the region's natural wealth. The first English women arrived in 1608, the first Africans in 1619. Jamestown soon grew beyond the Island's bounds by settling outlying areas. Although Jamestown never became a major city, it was the political, economic, and social center of the colony whose experiments in manufacturing and agriculture ensured the colony's eventual success. Early on, glass, beer, pottery, and guns were all made here. Tobacco, not manufacturing, saved Jamestown's future (and Virginia's as well) when John Rolfe grew a flavorful variety. During the next 90 years, the colony spread far beyond the town site, with settlers farming the Tidewater area. The 1698 statehouse fire ended Jamestown as Virginia's capital city. A year later Middle Plantation, now Williamsburg, claimed that status. During the following century, the businesses and town buildings slowly returned to the earth. Jamestown Island's residents dwindled to only one family.

Beginning with the Grand National Jubilee in 1807, Americans have remembered this hallowed place every 50 years. In 1907, Norfolk, Virginia hosted a grand exposition. In 1957, the Queen of England visited Jamestown and adjacent Jamestown Festival Park. For 2007, Celebration 2007 is working hard to develop spectacular events. Preservation of Jamestown Island prompted the 1889 founding of the Association for the Preservation of Virginia Antiquities (APVA) which acquired 22 acres there in 1893. Today, the APVA administers thirty-four sites throughout the Commonwealth of Virginia. Colonial National Historical Park, founded in 1930, soon acquired 1500 more acres on the Island. Construction of the Colonial Parkway and the NPS visitor center followed. Together, the NPS and APVA host 400,000 visitors to Jamestown Island annually. Their joint impact on the American historic preservation movement has been extraordinary. The Jamestown Festival Park, built for the 1957 celebration and

renamed the Jamestown Settlement, has a reconstructed 1607 fort, Indian village, and three ships. Operated by the Commonwealth of Virginia, Jamestown Settlement hosts 473,563 paid visitors annually and runs an impressive educational program. It too has major plans for the 2007 anniversary.

Twentieth-century archeologists discovered the remnants of Historic Jamestown and in 1996 located the original 1607 fort site long believed "lost" to the James River. The APVA Jamestown Rediscovery project and the Jamestown Archeological Assessment (NPS) continue to expand our knowledge of the site through historical and scientific research. The APVA and the NPS collections of 17th century artifacts, uncovered over nearly 100 years of archeological exploration, provide a significant opportunity for national and international researchers.

Where you walk today, English, American Indians, African Americans, and other Europeans (Spanish, French, Dutch, German, Italians, and Polish) gathered, interacted, and put their mark on Jamestown's history. A tiny thimble stuffed with paper to fit a child's finger, Pocahontas' earrings, spear points that date to 6000 years BP, an exquisite Venetian goblet are all witness to the lives and humanity of Jamestown's peoples. When Captain John Smith spoke brashly about Jamestown becoming "a very fit place for the erecting of a great City," he uncharacteristically understated the future: Jamestown became a "very fit place" for the birth of a great nation.

Jamestown's Historical Periods:

Pre-1540-1607 Native American cultures, other European exploration/colonization efforts, English landing at Jamestown.

1607-1624 Early days of Jamestown Settlement and the fort; Virginia Company. Colonial capital of Virginia. Town grew and developed. First representative assembly. First Africans arrive. Economic experiments.

1624-1650's Settling countryside--small farmers, indentured servants, Africans.

1650s-1699 Expansion of tobacco and its influence; increasing involvement of African slave workers, expanding wealth of planter families; influence of peoples from the Caribbean. Bacon's Rebellion. Capital moved to Williamsburg in 1699.

Post-1699 American Revolution, American Civil War, island preservation and archeological explorations.





JAMESTOWN: THE PRESENT

Today Jamestown has two primary locations, Jamestown Island and Jamestown Settlement. The Island, location of the original settlement, has archeological sites and museum objects. Even today it retains much of the island sense, ironically more natural and serene than during its near-century of being the colony's capital. The NPS/APVA have a visitor center, ranger-led and first-person interpretive programs, and educational programs. The Townsite has marked foundations, wayside exhibits, and on-going archeological excavations, the APVA's *Jamestown Rediscovery* archeological program focuses on the 1607 fort site. APVA also has an exhibit on the recent archeology in the Dale House. A five-mile loop road with exhibits circles the Island. The 1608 Glasshouse foundations and the glassblowing demonstrations are on the mainland. The Jamestown Settlement, now undergoing a major renovation, has a museum, site-specific movie, extensive educational programs, a recreated 1607 fort, Indian Village, and the three recreated ships (the *Susan Constant*, the *Godspeed*, and the *Discovery*).

Today, the public, NPS, and APVA see many problems at Jamestown, which this plan addresses. The 17th century collections stored in the basement of the Visitor Center are at risk from floodwaters. Portions of Jamestown Island with prehistoric and colonial period archeological sites are being washed away by the James River. The well water system at Jamestown is marginal for fire protection, rest room operation, and public health. The Visitor Center building has a leaking roof and other problems. The audiovisual program and exhibits in the visitor center are dated. The present quality of personal interpretation at Jamestown is excellent, but the quantity is lacking. More staffing is needed for interpretation, protection, maintenance, resource management and research at Jamestown. The cultural landscape of the townsite is difficult to read and it is hard for visitors to envision the original site as a bustling port and capital. Seeing Jamestown Island from the water is not a central part of the visitor experience. Road and bridge repairs are needed on the Island Loop, the Parkway entrance road, and the Glasshouse. Compounding these problems are the two locations of "Jamestown"—the Island and the Settlement. Visitors go to one looking for the other, arrive at one disappointed at not finding what they expected to see.

Jamestown Island: Reveals Our Birthplace Through the Original Setting and Through Archeology, History, and Science.

Jamestown Settlement: Reveals Our Birthplace Through the Drama of Living History.